

Media Planning Form

1 What is your specific Policy, Systems or Environment objective?

2 To meet this objective what audience do you need to reach?

Primary Audience:	size:	age:	income:
What media does the primary audience use?	What media do they not use?		
Secondary Audience:	size:	age:	income:

Who can make the change happen?

OTHER DEMOGRAPHICS TO CONSIDER:

GENDER
RACE / ETHNICITY
RURAL / URBAN
EDUCATION
RELIGION

Now that you know your objective and your primary audience...

3 What is the message?

Unintended Audience: _____

What will your opposition say? _____

4 Can media help you meet this objective and reach your audience?

IF YES, WHICH OF THESE MEDIA CHANNELS CAN BEST REACH YOUR AUDIENCE?

Paid Media: Print Online Television Radio Billboard Flyer
 Earned Media: Letters to the Editor News Release Media Advisory Publicity Event
 Social Media: Facebook Twitter Flickr YouTube E Cards

5 Can KDHE help?

Type of Ad or Materials: _____
 Size of Ad: _____
 Deadline: _____
 Where Will it Be Placed? _____
 Ad Copy: _____

For a full list of media pieces available to you please visit:
www.kdheks.gov/tobacco/media_resources.htm

Q: How much time does KDHE need to help with media projects before your deadline?
A: 1 month for new ads or projects, 2 weeks to tailor existing materials.

Contact Laurie Harrison to discuss or submit requests: lharrison@kdheks.gov / 785.296.1820.

6 How will you measure your media success?

- Process Evaluation: What was distributed? How many? To whom?
- Impact Evaluation: Quitline calls? Effectiveness of media piece?

What baseline data is available? _____